

September 30, 1950

UNITED STATES TOBACCO JOURNAL

## Flaminaire Lighter Will Be Sold Here by Parker Pen

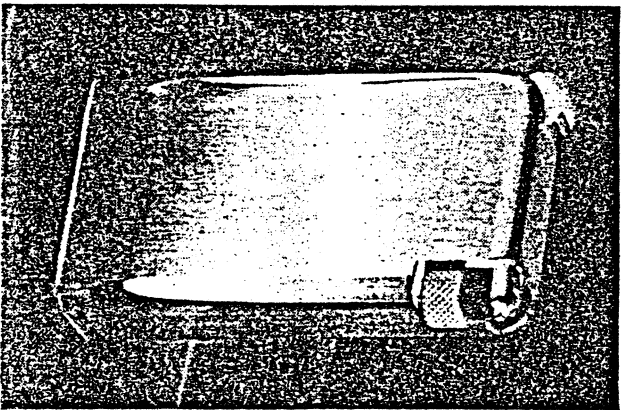
JANESVILLE, WIS., Monday.—The Parker Pen Co. recently announced its acquisition of the exclusive rights to manufacture and distribute the Flaminaire, butane gas fueled lighter, now being manufactured in Paris, France.

The company will undertake immediate distribution of the product. Subsequently, the lighter will be manufactured in this country after proper facilities and necessary tooling phases and marketing preparations have been completed.

The Flaminaire, a wickless lighter which burns vaporized butane, sold successfully in France for the last five years, and was introduced in the United States in 1948.

Performance of the butane lighter has established its ability to provide upwards of 3000 lights, or more than a five-month supply for the average smoker, from a single cartridge, it was said. The butane fluid is in gaseous form as it is released from the cartridge and is ignited by flint spark. The odorless, tasteless gas burns evenly without smoke.

Construction of Flaminaire in brushed metal finish is compact and sturdy. The lighter complete with cartridge weighs only 3½ ounces. A distinguishing patented safety feature is a release button separated from the flint wheel to



Flaminaire Butane Gas Lighter

avoid accidental lighting in the hand or pocket.

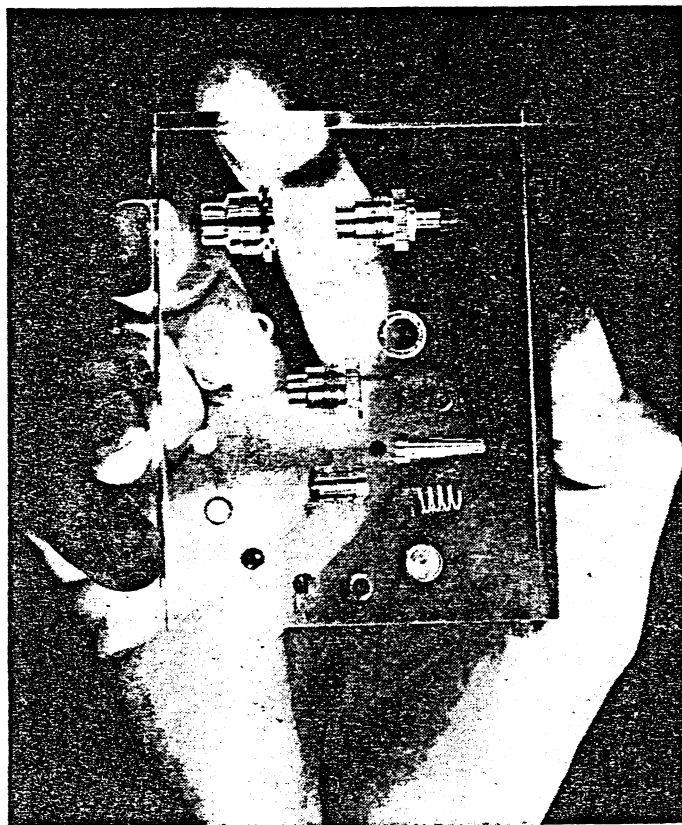
Plans of the pen company provide for the widening of distribution to several thousand franchised dealerships in the next three months. Concurrently sales promotion and advertising on a na-

tionwide scale will be undertaken for the Christmas gift-buying season.

Its acquisition by the Parker Pen Co. will mark the company's first entry in its 61-year history into a field other than writing instruments.

*New Flaminaire Butane Cigarette Lighter  
Graphically Demonstrated by Parker Pen*

WESTERN TOBACCO JOURNAL - Oct 9, 1951



To allow its sales representatives to demonstrate quickly and visually the precision nature of an unseen valve in its new Flaminaire butane cigarette lighter, the Parker Pen Company employs clear lucite blocks in which integral parts are "floated" in proper sequence. The pen company reports "highly satisfactory" results with the device.

The blocks are used but briefly in a sales presentation, primarily to impress prospective customers with superior technological aspects of the new type lighter. The plastic block weighs  $7\frac{1}{2}$  ounces.

*Mr. G. E. Eddy*

TATHAM-LAIRD, INC.  
CONFERENCE REPORT

Client: The Parker Pen Company  
Conference at: In Janesville  
Date of Conference: December 13, 1952  
Present for Client: Mr. George A. Eddy  
Present for Agency: Mr. David G. Watrous

Subject: PARKER FLAMINAIRE FUEL - Trade-mark

George Eddy explained Client's need for a trade-mark and/or name for an unusual new fuel developed in Parker's Development Department. Here are some details on the fuel:

1. Burns approximately 100% - no odor.
2. Burns brighter and hotter.
3. Ignites at a lower temperature - better flint performance therefore.
4. Flame has a blue body with a white tip. Only white tip is visible. (Occasionally just the touch of a red halo, but only when fuel is not burning properly.)

TRAFFIC  
ACCT.  
GROUP

Agency agreed to offer suggestions for a trade-mark and/or copyrighted name on this gas. A patent will be applied for on it. No definite deadline was set but I inferred that we would be given up to February 15, 1953 to sift our ideas and make final recommendations.

CLIENT  
TRAFFIC

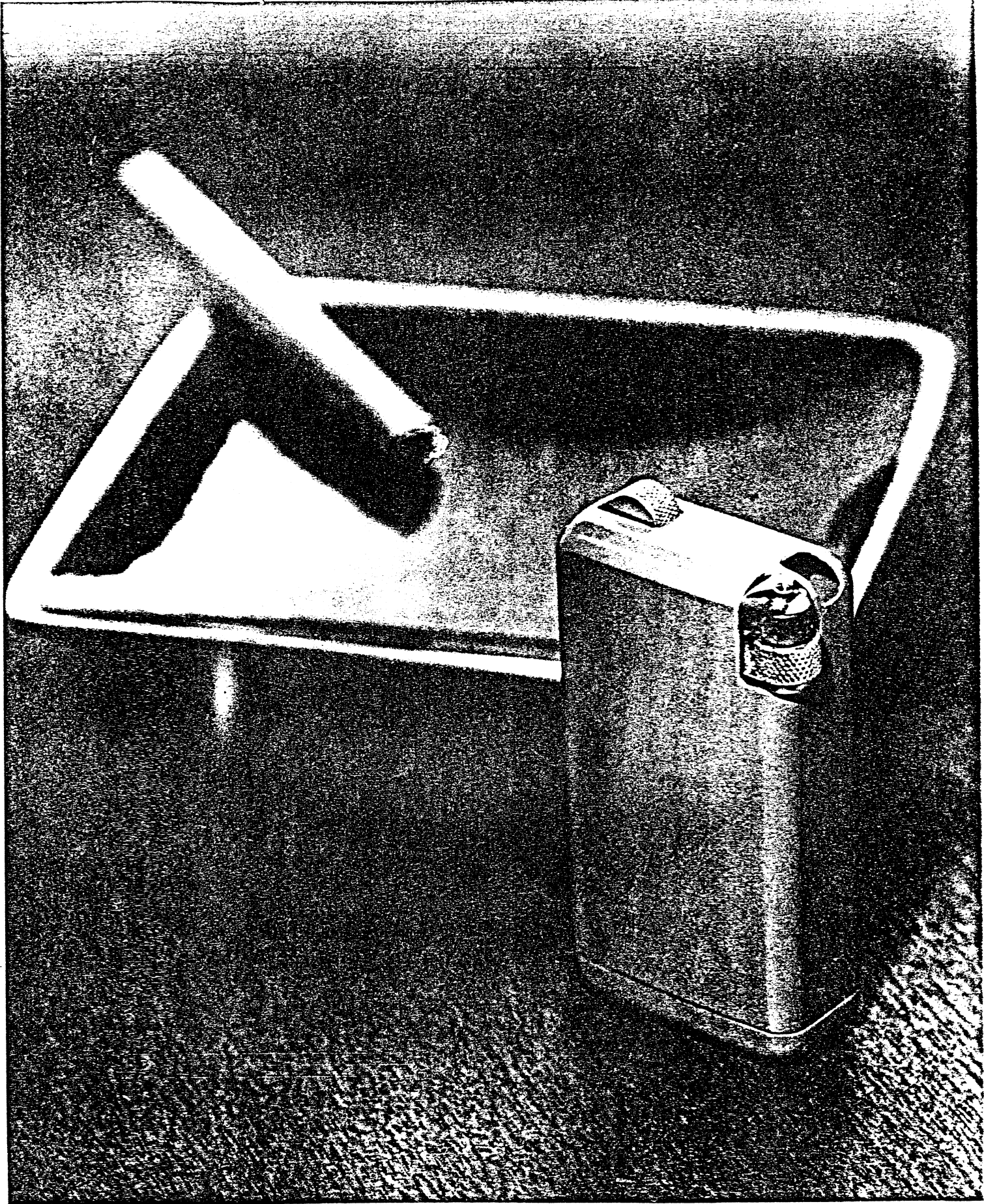
Mr. Eddy agreed to give me definite specifications on this new fuel in direct comparison with Iso-Butane, the regular lighter fuel. He will ask Mr. Zodtner to compare number of lights per unit of volume, range of igniting temperatures, flame temperatures, and all other specifications available.

Mr. Laird has authorized the award of a Parker "51" Pen and Pencil Set for the name judged by the Agency as the best submitted. This "contest" will not be announced until the specifications, as above, have been received from George Eddy.

David G. Watrous

Dictation 12/16 3:45 p.m.  
Stenciled 12/17 10:45 a.m.  
ehf





## HISTORY OF THE FLAMINAIRE LIGHTER

Although the FLAMINAIRE is a new, revolutionary lighter in the United States ... it actually is a time-tested product. Over a quarter million of these lighters are in the hands of consumers in nearly every country in the world. Thousands have been in use since 1945. This consumer-proved factor gives the FLAMINAIRE a big advantage over any recent entries in the field of butane gas lighters. Thus the FLAMINAIRE is free of all those annoying and discouraging "new product bugs" so discouraging to salesmen and dealers alike.

The interest-compelling idea of a gas-operated lighter is older than the FLAMINAIRE. Dozens of patents have been issued on these over many, many years. All were impractical for one reason or another. Even as far back as World War I gas operated lighters were in use in many European countries, particularly Germany. They all died out because of many impractical aspects of their construction and design.

The FLAMINAIRE is the first butane gas lighter which actually worked. It was developed by two Frenchmen, Marcel Quercia and Georges Ferdinand. Quercia has become the foremost lighter manufacturer in France. Before World War II he did as much lighter business as the next 5 lighter manufacturers combined. It was during the war that he and Ferdinand developed the FLAMINAIRE. The product was so successful that it now represents 85% of the total Quercia production.

FLAMINAIRES are exported to almost every country in the world.

Late in 1948 Quercia introduced the FLAMINAIRE to the United States. A French importing firm set up an office in New York and called itself the Flaminaire Sales Corporation. Introductory sales were beyond expectation, but distribution was limited. When The Parker Pen Company took over FLAMINAIRE operation in the United States, there were only 160 outlets in the entire country, and only a few thousand units found their way into consumers' hands. What Quercia had needed was an American manufacturing plant with facilities to produce and market his product in the aggressive American manner, and without the exceedingly high import tariff. (The model you are now selling retails to civilian consumers at \$12.50. The identical product imported from France retailed at \$17.50.)

World War II had much to do with the functional success of the FLAMINAIRE. While France was occupied by Germany production of civilian goods was practically at a standstill. Quercia had plenty of time in his Paris office for the development of this new idea in lighters. This was his "war baby," and it was given a far greater proportion of his time than would have been devoted to it under any other conditions. Probably no lighter of any kind ever went through such a long and thorough development process. That's why it does not have the usual assortment of "new product bugs." Now, with the addition of Parker precision and skill in craftsmanship, the new Parker FLAMINAIRE made in the U.S.A. by The Parker Pen Company, gives you a product that even excels the peak

of Quercia FLAMINAIRE performance.

Now you can make available to the men in service

THE NEW PARKER FLAMINAIRE

with the flare of Paris styling -

plus Parker's engineering precision.

The only pocket lighter that gives

6 MONTHS OF LIGHTS WITHOUT RE-FUELING

No Fooling With Re-Fueling!

Lights clear, clean and hot with cold

iso-butane gas ... one load lasts six months!

No Fiddling With Wicks!

There is no wick to fray or burn

and smoke on the Parker FLAMINAIRE.



Information that will help you sell

the NEW PARKER FLAMINAIRE

made in the U.S.A. by The Parker Pen Company

To begin with, let's understand that there not only is a great difference between the Parker Flaminaire and other butane gas lighters on the market ... but also that there is a great difference between the iso-butane gas used in Flaminaire butablocs ... and the ordinary gas used in all but one other lighter.

The superiority of iso-butane over ordinary commercial butane gas is almost identical to the superiority of high test gasoline over ordinary kerosene. Cost of iso-butane: \$1.00 a pound; cost of commercial butane: 18¢ a pound.

Iso-butane gas is 99.9% pure. It is free of paraffin, heavier oils and other impurities that must inevitably clog the microscopic passages in the valves of all other butane lighters using ordinary commercial butane. Clogging, sticking valves should never be a problem with the Parker Flaminaire.

Because the valve passages are always clear, the flame height will remain constant right down to the last tiny drop of fluid in the container. As soon as this last drop is converted into gas (approximately 150 lights will remain) the flame height begins to drop with the decreasing pressure. This is a warning signal that it's time for a refill. Normal pressure in a butabloc is about 40 pounds per square inch at 70° Fahrenheit.

Altitude has absolutely no effect on the height of the gas flame. The only noticeable effect is in the color. Altitude causes the flame to turn bluer ... clearer ... and at extreme height it becomes almost invisible. The Parker Flaminaire valve is vastly superior to any other type. Valves other than Parker's have no way of filtering out impurities which will gradually collect in valve channels and cause clogging. This will require frequent and costly changes in butablocs for all gas lighters except the Parker Flaminaire ... especially as the lower grade gas used in other lighters is not free of impurities like Parker's isobutane.

About window display ...

. If displayed for any length of time in strong sunlight ... or exposed to excessive heat ... the butabloc may "bulge" at 130° Fahrenheit. Any window heat that will not alter the shape of a Parker "51" plastic barrel ... generally will not cause a butabloc to "bulge". Thus Parker Flaminaire lighters may be displayed in any store window in which Parker "51" pens can be displayed without damage.

Parker Flaminaire Gives Four Times The Lights

Yet Weighs No More!

The Flaminaire holds twice as much gas (or more) than any other butane lighter ... but it actually delivers four times as many lights. This is due to the precision metering

of gas by the Parker valve. Flame height of the Flaminaire does not vary noticeably ... while some other lighters give flames as high as 2 inches, due to difficulties in valve adjustment. For example, lighters theoretically able to deliver 1300 or more lights, actually deliver somewhere under 1000 lights.

Advantages of the Parker Flaminaire  
Over All Other Butane Lighters

1. Parker iso-butane gas is 99.9% pure.
2. The new Parker valve filters out impurities from cotton packing in butablocs. Prevents gumming, clogging.
3. Parker valve mechanism has proved to work satisfactorily when laboratory-tested 160,000 successive times.
4. Parker Flaminaire gives a minimum of 3500 lights ...  
or SIX MONTHS OF LIGHTS WITHOUT REFUELING  
if you smoke as much as a pack of cigarettes a day.
5. The flint wheel is automatically cleaned.
6. The Flaminaire "quick-ratchet" flint adjustment makes it easy to adjust flint quickly. Just push in flint for a stronger spark.

See simple operating instructions  
and merchandising suggestions  
on following pages.

For Laughs -- And For Sales

... put up one of these catchy little folders near the Flaminaire lighters in your service outlets. The little rascals extolling the advantages of the Flaminaire are eye-catchers and purse-openers.



**ITS  
IDENTICAL TWIN  
SOLD FOR \$17.00  
AS A FRENCH IMPORT  
LESS THAN  
TWO MONTHS AGO!  
TODAY'S PRICE  
ONLY \$12.50**

From THE BABY book. Copyright 1950 by Simon & Schuster, Inc.

A quantity of these folders are available from your S & K headquarters. Carry a supply with you. To make an attractive point-of-purchase streamer ... just tear off the first two folds, so that copy reads, "It's amazing! It's new! It's revolutionary!"

Put The Kids To Work For You!

# GRILLON

THE NEW POCKET LIGHTER

Created

after ten years of intense research  
and complete cooperation between  
engineers and scientists...

GRILLON

*revolutionizes*  
*all lighter principles*

IT WORKS  
WITHOUT WICK,  
WITHOUT GASOLINE  
AND GIVES

3.000

LIGHTS WITHOUT REILLING

Two years of success  
of the

BARONNET FLAMINAIRE  
(desk model)

confirm the success of this new technical  
achievement, discovered and perfected by  
Marcel QUERCIA  
and Georges FERDINAND  
and presented by

Georgina



GRILLON FLAMINAIRE  
WORKS ON BUTANE GAS

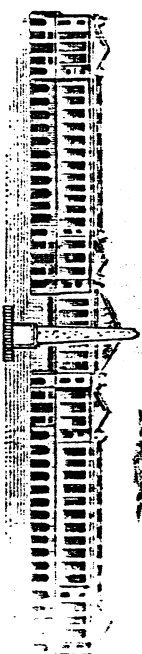
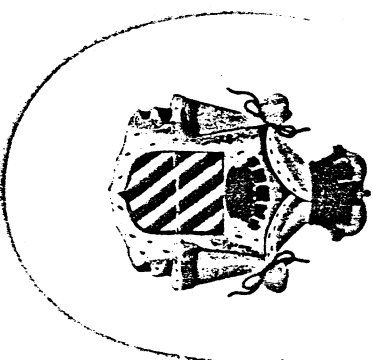
**FLAMINAIRE**  
GRILLON

*Invented and Made in France*

*Based on the research and inventions of*  
Henri PINGEOT, Marcel QUERCIA and Georges FERDINAND

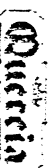
*and the technical cooperation of*  
Mr. Roger MOREAU engineer.

PRESENTED BY



**FLAMINAIRE**

**GRILLON**



PARIS

A REVOLUTIONARY,  
CONCEPTION

WITHOUT GASOLINE

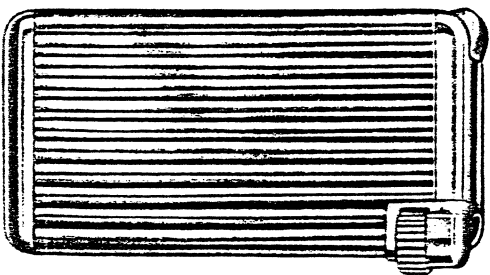
The CRILLON FLAMINAIRE is fuelled with liquefied butane gas stored by a new scientific process in a special container: the QUERCIA "Butabloc". This total combustion gas burns without odor, without smoke, without tar and corresponds in volume to 220 times the size of the Butabloc. It gives 3,000 clear flames without refilling. A few seconds are enough to reload the CRILLON FLAMINAIRE through a simple exchange of Butablocs.



FLAMINAIRE

CRILLON

THREE THOUSAND CLEAR FLAMES  
WITHOUT REFILLING



WHEN NOT IN USE THE CRILLON  
KEEPS ITS FUEL INDEFINITELY.



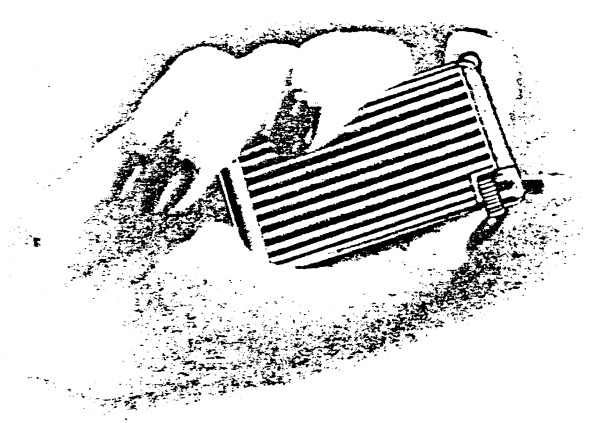
A NEW TECHNICAL,  
ACHIEVEMENT

WITHOUT WICK

In the FLAMINAIRE, a big precision micro-expansion burner replaces the wick. This burner, truly the "heart" of the FLAMINAIRE, insures the release of gas at the right pressure through the simple action of a lever opened with one finger.

No more wicks, either too short or too long or poorly fed, hence no more failures nor troubles.

A precision mechanism makes it sure-fire; a single motion adjusts or changes the flint.



FLAMINAIRE TOTALLY PRESERVES THE AROMA OF TORACCO  
PATENTED BY MARCEL QUERCIA - GEORGES FERDINAND  
WORKS ON BUTANE GAS

**TO CHANGE FLINT IN  
PARKER FLAMINAIRE**

**POCKET LIGHTER**



① Press piston "A" until lock "B" drops open. Withdraw piston, spring and flint remnants

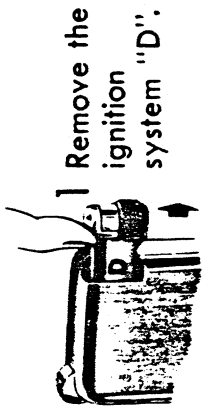


② Take spare flint from reserve "C" and insert in tube that held spring and piston. Replace these two items.

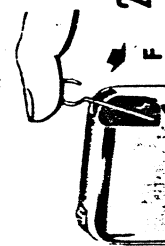


③ Hold ignition system with "B" up. Push in "A" which is locked automatically by "B".

**To Remove Empty Butabloc  
from Parker Flaminaire  
Pocket Lighter**



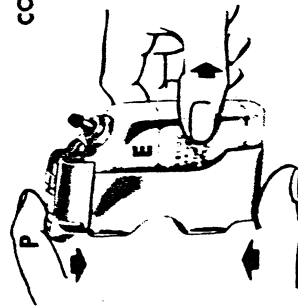
1 Remove the ignition system "D".



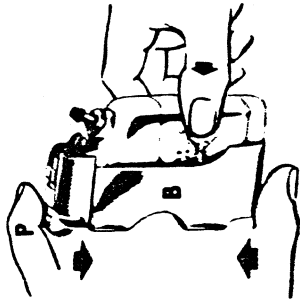
2 Insert key or rod and push as indicated by arrow "F" . . . until Butabloc and its holder are out of sheath.

3 Then remove bottom cover "C".

4 Press gently on "P" to release fork under the burner, and carefully pull out Butabloc "E".

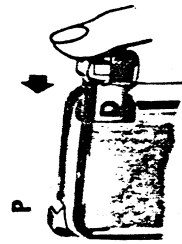


**To Install  
Full Butabloc**

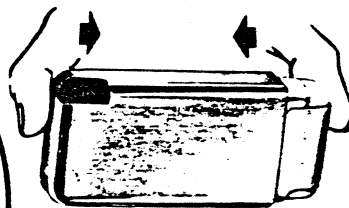
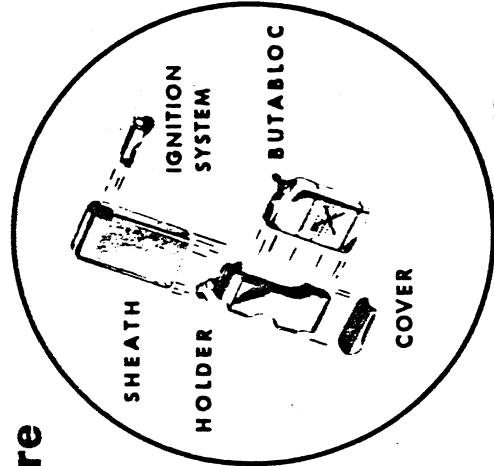


1 Carefully clean sheath and holder with brush. Then place new Butabloc in holder "B", by gently pressing on "P" to engage fork under burner.

2 Push holder with Butabloc into sheath. Replace bottom cover. If cover does not fit exactly, remove it from sheath, and insert it the other way round.



3 Replace the ignition system "D". Press top lever "P" two or three times to check operation.





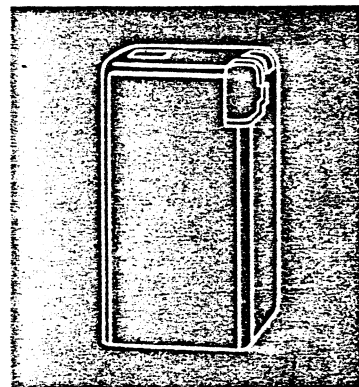
# The Component Parts of the FLAMINAIRE LIGHTER

## Case

Produced in six models

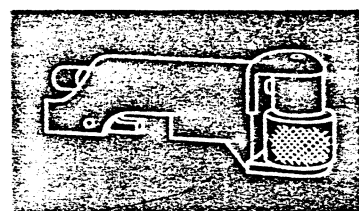
Three engine turned—Brushed Chrome, Grooved, and Panelled

Three colors—Black, Maroon, and Blue-Green



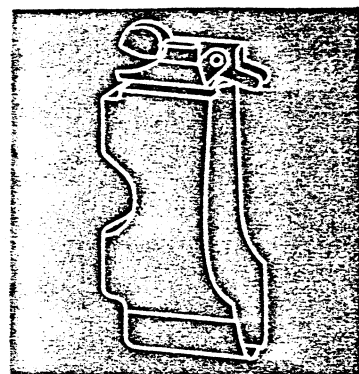
## Ignition System

A complete assembly made up of the flint holder, flint spring, and flint. Spark wheel is automatically cleaned during operation. "Quick Ratchet" flint adjustment makes it easy to adjust flint quickly into three different positions. Extra flint carried in ignition system.



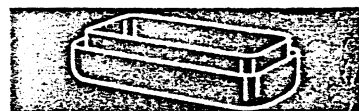
## Butabloc Holder

Trigger assembly houses butabloc and operates valve. Opening and closing the valve is controlled by the operator—no excessive waste of gas.



## Bottom Cover

Designed to fit the case in only one position. Sides should be flush with the case.



## Butabloc

Contains approximately 7 grams of Iso-Butane gas which is 99.9% pure—free of paraffin, heavier oils, and other impurities.

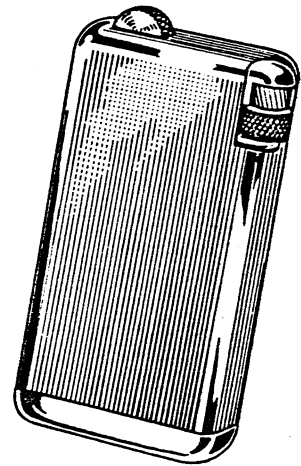
Heart of the butane gas lighter is the valve that meters the flow of gas. From the chamber, the gas passes into and through the valve in this general sequence . . . through a paper filter gasket to an inner primary washer which has an off-center hole . . . then through a secondary washer which also has an off-center hole. These two washers press against each other with highly grained and polished surfaces for a perfect fit. The off-center holes are not in line with each other, the gas passing through the microscopic space between these two washers. The positioning of the off-center holes in relation to one another determines the rate of flow of gas.

Altogether 16 precision made watch-like parts go into the valve to assure perfect operation.



# FLAMINAIRE LIGHTER

MADE IN THE U.S.A. BY THE PARKER PEN COMPANY  
JANESVILLE, WISCONSIN



***The only butane lighter proven successful  
Over 300,000 satisfied owners***

Stemming from French invention and aided by American engineering and precise manufacturing by The Parker Pen Company, the Flaminaire was the first successful butane gas-operated lighter introduced into the U.S. market. After five years of proving-ground sales in foreign markets and the distribution of more than 300,000 units in this country, it remains the only completely satisfying butane lighter available.

National advertising of the product which promised more than 3,000 lights of two-second duration on a single cartridge has fulfilled that promise in the hands of Flaminaire owners.

In addition to the six months of lights for the pack-a-day smoker before a refill cartridge is needed, the Flaminaire has features of great appeal to the user. There is no wick to give trouble, the gas vapor burns from a valve opening. There is no gas odor to distort the aroma and flavor of the cigarette tobacco. The gas is tasteless and burns with a clean, clear, sootless flame that is hotter than liquid fuel and performs the task of lighting tobacco faster. Another feature is dependability. There is no evaporation or escape of the sealed Iso-Butane.

The designs and styling are typically Parker, in brushed, grooved or panelled chrome, and lacquered colors. Affixed initials comprise a merchandising "extra".

FROM: Information Service  
The Parker Pen Company  
Janesville, Wisconsin

FOR IMMEDIATE RELEASE

Janesville, Wis. -- The Parker Pen Company has purchased the Pressure Products Corporation of Chicago, Illinois, it was disclosed today. Cost of the transaction was not divulged.

The Pressure Products Corporation manufactures Prepo, a self-gasifying liquid fuel and a line of industrial and home workshop torch appliances.

Following a meeting of the pen company's board of directors, Kenneth Parker, president, said that the Chicago concern, as a wholly owned subsidiary, will continue to operate as a separate corporation. He said that "Pressure Product's know-how in fuels and fuel control will enable the parent company to accelerate its long range plans for the development and production of new lines of gaseous lighters."

In 1950, Parker entered the gas lighter field with a new type of butane cigarette lighter.

Mr. Parker said that, based on a financial statement for 1950 for the Pressure Products Corporation, the acquisition would annually add a substantial amount to the pen company's gross sales. During the year ending December 31, 1950, Pressure Products Corporation grossed slightly more than a million dollars.

Main objective of the purchase, Mr. Parker said, was to acquire administrative and technical "know-how" as well as a new fuels product which has in one year's time become the leader in its field.

The new wholly owned subsidiary is the fifth for Parker. In addition to the Pressure Products firm, the pen company has subsidiaries in England

more

and Canada also engaged in writing equipment manufacture. Other Parker subsidiaries are Gilman Engineering and Manufacturing Corporation, Janesville, Wis., a firm which specializes in precision tool and machine making, and Trent Engineering, East Troy, Wisconsin, which specializes in fabrication of stainless steel products.

Mr. Parker announced that L. A. Falligant, president of Pressure Products, would continue in charge.

# # #

M. Holymer  
Hold until August  
then show to  
Sales Management

"HOW PARKER PEN INVADDED THE LIGHTER FIELD"

If not  
interested,  
lets talk

A Special Article For  
SALES MANAGEMENT MAGAZINE

about  
Feature  
M.

PRESS RELEASE	
APPROVALS:	
INITIALS	DATE
AG <u>M</u>	<u>1/17/51</u>
DHG <u>DG</u>	<u>1/17/51</u>
JNB	
DG	
BY	
MEDIA Sales Mgmt.	

Based on an Interview With  
James N. Black, vice president in charge of Sales  
The Parker Pen Company

For sixty-one years the Parker Pen Company, Janesville, Wis., manufactured and distributed writing equipment which has fanned out into practically every nation on earth (latest count: 149) with no revealed interest in other fields of commerce. The company's indisputable position of worldwide leadership today in the fountain pen industry had been assured as far back as 1923 when a network of overseas distributorships was inaugurated to supplement domestic distribution.

But the well-documented aphorism that no business enterprise can stand still was well known at Parker too, and in a quiet manner they maintained a busy and capable Research and Development department. Its job was to explore new areas of competition and develop new lines. In 1949, Research and Development came up with this report: "Of all fields studied, the butane lighter field now looks most promising." Merchandising men agreed because lighters closely paralleled the distribution pattern of pens.

That, then, was it. But how does a manufacturer proceed when he decides to compete with established firms in a new field? Obviously a carelessly selected product, an inferior one, or a product that lacked vitality, newness and consumer interest would cost the manufacturer much in waste time and dollars as well as jeopardize his prestige in his original field.

James N. Black, Parker vice president for sales, explained his company's initial procedure thusly: "Over the past several years our product development department had done a great deal of work on lighters

which resulted in some interesting ideas. There is no question but that they could have produced a competitively good lighter with sufficient sales appeal to deserve a place in the industry picture.

"But that is not enough. Neither Parker nor any other company wants to take unnecessary time in carving its way into a new industry. The uphill battle which confronts the Johnny-come-lately is a handicap that we all try to avoid if possible. Your product must be a lot better than that offered by competition. It should be something dynamic, something new in principle, something that excites intense public interest and thirst. Products which quickly take a strong, permanent hold in a new market are hard to come by. There are only a few recently -- items like Toni, Lustre Creme, Tide, Glass Wax and the citrus concentrates. All of these are relatively new businesses, but each fulfills all the elusive marketing requirements. To enter the lighter field and build an equity in a matter of months, Parker needed a 'Toni' or a 'Tide.' The wickless, butane-fueled lighter held the answer."

In June, 1950 Parker acquired full rights to the French-invented lighter. A new concept in cigarette lighters, it had all the components required to build sustained consumer interest. But the obvious promise of a spontaneous "click" with the public was only part of the package. Equally important, the new product was possessed of probably the most extensive consumer testing accorded any specialty ever made available to the U. S. public. About 200,000 were already in the hands of consumers scattered around the world. Since 1945, French inventors of the Flaminaire, Marcel Quercia and Georges Ferdinand, had been striving to build up an export trade.

Thus Parker had the advantage of entering the lighter field with a thoroughly tested product, free from the myriad of doubts which surrounds 99% of all new products. Now they knew that they had in the Flaminaire (1) an interest-compelling merchandising idea (2) it was an established fact that retailers liked to handle it, and very important (3) it was known that the lighter was a workable, trouble-free commodity.

Assured that it had a sound, honest piece of merchandise, top management pulled the switch and Parker got ready to invade the lighter market.

A long, careful examination of the lighter industry, who dominated it and what opportunities existed, was the first step of phase two. Since there are no government figures on the total U. S. dollar volume, it was necessary to combine a certain amount of hearsay with a limited amount of fact to come out with the well considered guess that the total annual dollar volume of the industry stood at \$100,000,000-plus at retail prices. Lighters are a big business getting bigger. That it is growing is attested by the fact that the industry's bellwether is reported to have increased its dollar volume nearly 12 times since 1940.

Approximately one half of all U. S. smokers own and use a cigarette lighter. An additional 32% has owned one or more lighters in the past and discarded them due to dissatisfaction or the nuisance factor involved. That means that a minimum of 80% of the American smoking public is lighter conscious and presumably receptive to a new, better type of product.

Multiple ownership is a characteristic of the lighter industry. The



great proportion of lighter owners possess several; thousands upon thousands of them resting quietly in bureau drawers. This multiple ownership is attributable to the gift nature of the lighter itself. Survey figures show that 71% of all lighters sold are bought as gifts. Sales are spread fairly evenly and thinly throughout nine months of the year, and sell in remarkable volume during the Christmas gift-buying season. The last quarter of the year produced 35.6% of lighters sold according to one group of fact finders retained by the Janesville pen maker.

Market potential and sales cycles were not too difficult to determine, but when it came to consumer preferences, Parker encountered a Babel of conflicting information and claims. However, even the most conservative summary showed one manufacturer to be outstanding. Ownership surveys placed that company's share of the market at from 65% to 75%. The following well-documented figures appear to be the most conservative and at the same time the most dependable:

Brand A.....	65%
Brand B.....	20%
All Others.....	15%
Total	<u>100%</u>

The firm hold which the leader had on the total domestic market for conventional type lighters appeared due in large part to the fact that it was the only outstanding advertiser in the field. In 1949, which is the last year on record, Brand A accounted for 71.7% of all lighter advertising. Brand B accounted for nearly 11%; Brand C slightly more than 10%; and all other

brands the remaining 7.3%. Major manufacturers are Ronson, Zippo, A.S.R., and Evans. Others include: Aladdin, Beattie, Dunhill, Lectrolite, Regens, Wedemeyer, Perfect, Spar, Handie-Lite, Harbad, Bowers, and Central Sales. Just to make the lineup interesting (as well as slightly confusing) another firm named Parker is currently making conventional lighters.

Prior to Parker Pen's entry into the field, the total expenditure for lighter advertising was not high. In 1949 it was \$2,245,000. Parker intends to boost this figure considerably through its own efforts, and another jump will probably result from heightened competition surrounding the butane model.

Having pretty well determined who and how potent competition was, next Parker paused to inventory its own assets and qualifications. "In the matter of product performance," says Mr. Black, "we felt we had a big advantage in that our principal competitor was forced to enter the market with a product that had been designed and engineered from scratch. We entered production with specifications that had been consumer tested and proved satisfactory in more than 200,000 cases."

Product design turned out to be another plus factor. Since the butane lighter is a wholly new and revolutionary specialty, Parker management agreed that it should look totally fresh in its approach to secure all benefits which accrue to such goods. Its clean, lasting functional design was found to embody the most advanced technological processes available as well as

meet aesthetic considerations. A distinguishing feature is the safety lever which obviates the possibility of accidental lighting in the pocket or in the hand.

On the other hand, competitors were hampered in design efforts through the existence of tradition and precedents. They were more or less restricted to design patterns which were contributory to past sales success. Because of this, competitive butane lighters look exactly like conventional liquid fuel lighters. Parker considered this basic difference in design a definite merchandising benefit.

In advertising approach, too, the advantage seemed to belong to the newcomer. In 1949, as during many years previous, the company which dominated the lighter industry did so with a line of liquid fuel lighters. To heavily promote a new type of lighter would be tantamount to obsoleting their existing inventories. Parker, meanwhile, had no such inhibitions. It could be strong in its claims and strong in its comparisons against all other lighters, liquid and gaseous types alike. Advertising was bound to imply obsolescence of all liquid fuel lighters.

Not only in advertising claims, but in budgetary flexibility was the position of the challenger enviable. Because of previous successes, and because liquid fuel lighters actually were their stock-in-trade, the established lighter firms were obliged to place the greater share of advertising allowances against what was in reality obsolescent stock. For them, butane models were forced into a secondary position. Parker advertising manager, David G. Watrous, estimates that Flaminaire advertising through Christmas was

"at least 25% greater than that of any other butane brand." ?

The company's advertising department, working with its lighter agency, Tatham-Laird, Inc., of Chicago, lost no time in capitalizing on this array of assets. Guided by principles of integrated marketing learned in the ever-competitive fountain pen field, a complete chain of advertising and point-of-purchase material was created. The introductory campaign was spearheaded by highly imaginative single and double page ads in full color and black and white. The theme was "Six Months of Lights," a hard-selling headline to plug the lasting service of the lighter.

Starting December 3rd, the outset of the Holiday buying rush, double-truck insertions appeared in Life and Esquire with single pages appearing in supplement sections in 27 key cities. Television commercials, dealer cooperative advertising as well as a full range of integrated promotional activities were also tuned to the kick-off campaign.

The campaign's ambitious broad objective was to seize leadership in the butane lighter market and establish Flaminaire as the number one gas operated brand by January 1, 1951. Outlining the strategy, Mr. Black put it in four points:

- (a) "To aim straight at the apparent vulnerabilities of both liquid fuel and other butane gas lighters.
- (b) "To interpret Flaminaire's consumer advantage over all other lighters in the most powerful and dramatic manner.
- (c) "To capitalize as fully as possible on the acceptance of Parker products, through the strongest possible Parker identification.

- (d) "To produce distinctive advertising, both in copy and art, in keeping with the quality and pricing of the product, and in keeping with the prestige of the Parker Pen Company.

While the merchandising program was being formulated, it became apparent that the acquisition of the product was newsworthy in the financial area. Efforts were made to sit on the news until the 112 men of the field force were informed by mail. The letter not only informed them of the move, but accidentally instigated a "constructive rumor" which swept the trade. Consequently, the U. S. press was issued a spot news story which had the effect of heightening public interest.

Other departments contributed their parts. Sales training -- a "must" for all Parker retailers -- was given a top priority on time and budgets. Each field representative was directed to demonstrate to all clerks who would be selling the lighter how to operate it and how to effect minor repairs and adjustments on the spot. Costly though it was, a free lighter to be used as a demonstration model was shipped along with each order of six or more. Departmental heads were given custody of the demonstrator, and they in turn were to allow each clerk to carry and use the lighter for at least a few days to gain familiarization. An interesting, to-the-point sales training booklet titled: "What Can I Say?" was prepared by the sales promotion department. It was distributed with each order.

Completing the processing at the store level, a line-up of selling aids was made available to every dealer who entered the Flaminaire business. It contained:

- (1) Ad reprints to be used as window displays.
- (2) A full-color counter card adapted from the kick-off ads.
- (3) An assortment of eight newspaper mats for local tie-in ads.
- (4) Gift certificates to be used when stocks ran out.

The deftly integrated marketing program had the effect of assuring retailers that they could immediately assume a high level of Flaminaire sales. "What happened is pretty much a matter of record," says Mr. Black. "Through this program of all-out marketing, Flaminaire was indeed established as the butane cigarette lighter in the mind of the consumer. Enthusiasm of the sales force and franchised dealers was set at high level because of the results of the introductory campaign. Though the outlook for raw materials is cloudy, inventories of the finished product for the first three months are in the warehouse and everyone is preparing to push for maximum sales to follow up on the advantage now held."

# # #

First advertisement on the new Flaminaire butane lighter was an unusual spread which appeared in Life and Esquire at beginning of December. Prepared by the pen company's lighter agency, Tatham-Laird, Inc., ad slammed home hard lighter's prime feature -- long, trouble-free service.

Gift packaging, specialty of the pen company's sales production department, gives last minute nudge to customer at the point-of-purchase. This box is covered with rich simulated ostrich leather and is lined with beige bengalene.

Instant product identification for store traffic is provided with this top-of-counter display. Feature of the display is its compactness, and easy accessibility for clerk and customer alike. It is final link in integrated campaign to produce a sale at retail.

To expedite Christmas deliveries of the Flaminaire gas lighter, a "private airlift" was put into operation using the company's own two planes. Here, Graham C. Butler points out location of planes to Sales Vice President James N. Black and advertising manager David G. Watrous.

*Mon. Pic  
with D.H.G.*

*Graham C. Butler  
Flaminaire Div.  
Airt to J. N. B.*



SUBJECT: FLAMINAIRE LIGHTER -- Marketing Information

### GENERAL

There are over 200,000 in use in nearly every country of the world since the origination of the product five years ago. Approximately 12,000 have been imported and sold in the U.S. by the French firm.

Inventors of the Flaminaire are Marcel Quercia and Georges Ferdinand, Paris.

Exclusive rights to manufacture and distribute Flaminaire throughout a considerable portion of the world have been acquired by the Parker Pen Company. The acquisition arrangements have been completed and the pen company is now undertaking distribution of the French-made butane gas lighter in the United States from Flaminaire Sales Corporation in New York. Later on, when proper facilities and the necessary tooling phases have been arranged and much wider marketing plans are finalized, the Flaminaire will be manufactured in the United States. Although the Parker Pen Company has manufactured rocket fuses and more than 300 other precision parts for munitions during the recent war, this venture into the cigarette lighter industry marks the company's first full-dress entry into another specialty field in its 61 years of business.

### FUNCTIONS

The habits of the Flaminaire lighter after five years of experience in consumers' hands assure 3000 lights from a single cartridge. For the average smoker, that amounts to a three or four month supply of lights from a single cartridge. The Flaminaire pocket model weighs  $3\frac{1}{2}$  ounces, is compact, sturdy and simple to operate. It can be held in any position -- good for pipe smokers as well as cigarette smokers -- provides a very hot flame.

Flaminaire has a more or less standard flint-friction system. The fuel is butane which combusts at fuel nozzle, at 10-1 ratio with air. Butane is housed in container called the "Butabloc." Liquid butane is used. To prevent liquid from slopping about in container and to inhibit unsteady flow of gas, container packed with specially treated cotton batting under pressure. Although liquid butane is used, only gas escapes at nozzle. ~~Butane liquid converts to gas at approximately 40° F. Gas present at approximately two atmospheres of pressure at standard barometric and temperature conditions.~~ Butabloc air tight -- lighter could be placed aside for two years and would light at first attempt. Although butane highly combustible, little danger of accident. A Butabloc tossed into fireplace would not explode -- would spring a leak and burn out. A Butabloc pierced by rifle bullet would not explode -- liquid would turn to gas so fast that refrigeration, not combustion, would follow.

Filled tank emptied in room would not cause explosion because 3-1 ratio necessary for this. A leak in tank empties fast (5 hours). A very fast leak would cause refrigeration. Specially treated cotton batting packing never requires replacement. Lasts life of Butabloc. One flint, incidentally, lasts approximately as long as one Butabloc.

With the elimination of wick and reloading by the consumer, the troubles of fuel overflow and spillage and flint wheel clogging are simply non-existent. The Flaminaire is amazingly trouble-free, which invites continued usage on the part of the consumer to an extent which has never been achieved with the standard liquid-type lighter in the past.

### SCUTTLEBUTT ON U.S. BUTANE GAS LIGHTERS

Ronson -- This company exhibited Ronson Vanguard butane gas lighters at the recent Jewelers' Convention, but was very cagey in answering questions concerning it. Each estimate of the time that Ronson will appear in the market with this product is later and later. The current estimate seems to be after the first of the year. This could be due to heavy retail inventories and manufacturing situation surrounding their orthodox fluid fuel lighter, it could be a patent problem related to patents held by Flaminaire, or reasons peculiarly their own.

Evans -- This firm is reported to be developing a butane lighter for early release. It has been said that their model will be small in size and will have a disposable rather than replaceable cartridge. They are making quite a point of the fact that their liquid fuel lighter will light as many as 1000 or 2000 times, which sounds extremely defensive if they are seriously determined to get into the butane gas lighter business.

Stratford -- This firm has distributed a Strato-Flame butane gas lighter through some sort of exclusive introductory deal with Macy. There is some indication that the Strato-Flame is having difficulty with the rate of gas flow because Macy has been reported being sued by a purchaser of that item who burned his hand due to excessive flow of the vapor. Dealers other than Macy are being offered Stratford models to retail at \$7.50.

Brown & Bigelow -- This firm is reported to have a butane gas lighter model, of which little is known here.

Flaminaire -- The rights to this product were sought by more than one U.S. manufacturer. The inventors and their small-sized firm were interested in releasing the lighter rights only to a manufacturer with a name well known and respected throughout the world market and one which was financially able to put world-wide oomph behind the product. Exploration and negotiation with the Parker Pen Company have proceeded quietly for more than a year. Some lighter manufacturers have expressed

the viewpoint that hesitancy of U.S. lighter men to go ahead with similar type butane lighters was due to the uncertainty of whether they might be bucking competition by the Flaminaire French firm or by the U.S. Parker Pen Company.

MAR 1966

**P A R K E R P E N S E R V I C E , I N C .**

WHOLLY OWNED BY  $\Phi$  THE PARKER PEN COMPANY

19 NORTH BROADWAY  
DES PLAINES, ILLINOIS 60016

Dear Flaminaire Owner:

Regretfully, we must report that we are no longer able to supply refills for the Parker Flaminaire lighter, nor can we offer service on the lighter itself. This is due to a complete lack of parts and butane tanks. A full decade has passed since the lighter was last marketed and manufacture of components has long since been discontinued. For a time, we managed to sustain our service with a spare parts inventory, but this is now depleted.

We understand, however, that a New York firm has the capability for servicing all makes of lighters, old and new. You may wish to refer your problem to them. The address is:

Authorized Repair Service  
465 Lexington Avenue  
New York, New York

Cordially,

PARKER PEN SERVICE, INC.

Regional Service Manager